GAINING TRACTION WITH SOCIAL LEARNING
ROLL-OUT TIPS AND TRICKS FOR SUCCESS
Goals For Me

• Add Value to You
• Give You the Questions to Start the Dialogue

Objectives For You

• Define the Value of Social Learning
• Describe a Selection Process
• Identify Common Features and Requirements
• Review tool capabilities and limitations
OTHER OBJECTIVES?

What else do you want to get out of today?
SOCIAL MEDIA. **MYTHS.**

1. Social media is cool and everyone wants to do it.
2. Social media is insecure and unsafe.
3. Social media is a waste of time.
4. You can force people to collaborate.
5. Technology fixes cultural problems.
6. If you build it, they will come.
Get a game plan.
PROCESS. SELECTION AND IMPLEMENTATION.

1. Identify Stakeholders
2. Build Business Case
3. Define Requirements
4. Identify Solution
5. Implement
GROUND RULE. #2.

Clarify the message.
PARTNERING WITH THE BUSINESS

Work with partners to identify potential business needs and partners

Identify the “pitch”
- Draft One-Pager
- Draft Presentation

Conduct one-on-ones
- Get buy-in from Business Stakeholder and Project Sponsor

Collaborate on Solution

Define roles and responsibilities
Get a team.
ROLE OF THE COMMUNITY MANAGER

### Implementation
- Identify virtual managers
- Recommend best practices
- Populate content
- Socialize the benefits of the tools
- Escalate support items

### Recognize The Good
- Identify new spaces and use cases
- Recognize exemplary users
- Promote exemplary content

### Confront The Bad
- Respond to inappropriate use
- Redirect incorrect answers

### Execute The Normal
- Monitor activity
- Provide user support
- Ensure questions get answered
Build to the need.
GUIDELINES FOR THE BUILD

• Identify those that will result in an “early win”
• Drive business value from their participation
• Configure space to focus on and give context to business value
• Seed the content
Keep the training simple.
DEVELOP THE TRAINING

• **Content**
  • Train to the role
  • Train to the behavior
  • Train to the system functionality
  • Demo the environment

• **Delivery Method**
  • Webinar
  • Recorded video
  • WBT
  • Job Aids
Communicate. Then communicate again.
COMMUNICATING FOR SUCCESS

Prepare Communications
- Get their Attention
- Establish WIIFM
- Define Timeline, Sender, and Topic
- Issue the Challenge

Manage Execution
- Review with Stakeholders
- Identify Senders
- Identify Time to Send Communications
- Respond to User Support Requests

Ongoing
- Identify “Wins” and Communicate Regularly
- Set Expected Behavior

COMMUNICATING FOR SUCCESS